
CALIFORNIA HEALTHY FOOD FINANCING INITIATIVE COUNCIL (CHFFIC)

MEMORANDUM

Date: February 28, 2013

To: Council Members

From: Najia Rosales, Acting Executive Director

Subject: Agenda Item 4 Logo Contest (Action Item)

RECOMMENDATION

Staff recommends that the California Healthy Food Financing Initiative Council (CHFFIC) approve the logo contest as set forth in Attachment 1.

EXECUTIVE SUMMARY

This action item provides an overview of the CHFFIC Logo Contest. The purpose of the logo contest is to design a logo for CHFFIC and engage the community. The logo will be used on the CHFFIC website and printed on various materials.

CONTEST RULES

The official rules are listed in Attachment 1. The contest is open to legal residents of California who are at least 18 years old. The logo must be original, be the entrant's original idea (modification of an original work is not an original idea), and be the entrant's interpretation of healthy food, wellness, and/or health. In Attachment 2, it is a form that entrants must complete and sign an Affidavit of Eligibility/Compliance & Liability/Publicity Release.

All entry designs will be screened, and entries that have met the guidelines of the official rules will be judged by CHFFIC Staff and State Treasurer's Office Staff. There is no prize or award; winning entry will be recognized on Twitter and Facebook, CHFFIC website, and at one of the Council meetings.

NEXT STEPS

Should the Council approve the logo contest, Staff will announce the contest on Twitter, Facebook, and the CHFFIC website on March 1, 2013 and accept entries during the contest period beginning March 15, 2013 and ending on May 31, 2013.

ATTACHMENTS

Attachment 1: Logo Contest Rules

Attachment 2: Affidavit of Eligibility/Compliance & Liability/Publicity Release Form